

# PAVANBANSLEY

Pursuing Excellence in the Sport of Volleyball



# SPONSORSHIP

Supporting amateur athletes  
as they pursue their Olympic  
dream leading into the 2016  
Summer Games in Rio, Brazil.



# OUR OLYMPIC DREAM

Sarah Pavan & Heather Bansley have started their journey towards the 2016 Olympics in Rio de Janeiro, Brazil.

*As a team Sarah & Heather are committed to the journey they have before them, surrounding themselves with the best coaches, trainers and systems to lead to victory. Also, the 2014 season is the continuation of an already amazing journey. The 2016 Olympics in Rio is the ultimate goal and they are doing everything they can to get there. And they need your help!*

Sarah Pavan & Heather Bansley have made the necessary steps towards the qualification process.

With their incredibly successful 2013 start, Sarah and Heather are poised to take the international beach volleyball world by storm. Heather Bansley, a highly decorated beach player is joining forces with Sarah Pavan, the darling of the indoor volleyball world, to be Canada's best chance at an Olympic Medal in beach volleyball. Their training regiment with coach Scott Davenport will prepare them for the FIVB season ahead. They need to be physically and mentally prepared to see their Olympic dream become a reality.

"Always push to be a little better than you were the day before; never be satisfied with where you currently are. I have tried to live by that my whole life. The moment you start to think that you're in a good spot, and are good enough, that's when you're going to stop improving."

- Sarah Pavan

"Get out and play! Play as much as you can, with as many different players as you can, under many different coaches. There are so many different personalities out there, find what motivates and suits you as an athlete. Build a team and support network around what works for you, and believe in yourself and your dreams!!"

- Heather Bansley

## Get to know the team:

- 1 Did you know that **Sarah Pavan** was the youngest woman ever to be named to the Canadian National Team at the age of 16?
- 2 Did you know that **Heather Bansley** was ranked 18th in the world in women's beach volleyball?
- 3 Did you know that **Sarah** was named the 2011 Best Scorer at the Pan American Cup?
- 4 Did you know that **Heather** earned Canada's berth to the 2012 London Olympics?
- 5 Did you know that in 06-07 & 07-08 **Sarah** was named ESPN's NCAA All-Sports Academic All-American of the Year? That's twice!
- 6 Did you know that **Heather** was the Canadian National Champion in 2010?
- 7 Did you know **Sarah** won the 2013 Brazilian Superliga Championship with Unilever Rio de Janeiro?
- 8 Did you know that **Heather** won the NORCECA Continental Championship in 2011?

The accolades that Sarah and Heather have already achieved are impressive. As a team they plan on improving their world ranking, winning tournaments and making the necessary steps towards the Olympic Games in Rio!






"Failing to qualify for the 2012 London Olympic Games by one game was heartbreaking. However, it made my drive for the Olympics even more passionate. It's not good enough for me to just make it to the Olympics, I want to be standing on the podium in Rio de Janeiro in 2016."

HEATHER BANSLEY





**H**eather was born on September 13th, 1987 in London, Ontario Canada. Alongside her twin brother, two older brothers preceded her. Not wanting to be left out, Heather was always alongside her siblings playing and competing in any type of sport or game. From a young age, her desire to be able to compete along with her talented brothers ignited Heather's passion to be the best. Heather's first passions for sport were exhibited in competitive dance and soccer. Beginning at age 5, she danced competitively in Waterdown, Ontario for 8 years, and owes her coordination, balance and stability to the fundamental movements learned in dance. Alongside dance, soccer became Heather's first passion. She played club soccer for Flamborough and later Burlington, Ontario. As she became more successful in soccer, Heather gave up dance to focus on soccer. In 2000, at age 13, Heather was first introduced to club volleyball and immediately fell in love. She played club volleyball for the Waterdown Raiders and Toronto Royals. In high school Heather's love for sport was extended and she played everything she had the time for, including basketball, volleyball, flag-football, badminton, track and field, and soccer. Outside of school Heather continued to play club soccer and volleyball for four years and considered pursuing both at the post-secondary level, however she decided on volleyball and the University of Toronto.

**A**t the University of Toronto Heather studied Linguistics and English Literature. In varsity volleyball she was under the tutelage of Kristine Drakich, one of Canada's most acclaimed CIS women's volleyball coaches. Heather played for the Varsity Blues for five years. While there she helped lead her team to an OUA Championships in 2010, five OUA Final-Four appearances, and a CIS Championship appearance. During her CIS indoor career, Heather was a five-time OUA All-Star, a two-time CIS All-Canadian, and in her final year led the country in points, kills, and aces, was OUA Player of the year and a nominee for the CIS women's volleyball Player of the Year and the University of Toronto Athlete of the Year.

**I**t was during her off-seasons at university that Heather began her beach volleyball career. Under the suggestion of Kristine Drakich, she began training for beach volleyball in the summer of 2006. At age 18, and in her first year on the beach, Heather placed 2nd at the 20 & Under National Championships. The following year Heather won her first Beach National Championships in the 21 & Under age division. She also earned the right to represent Canada at her first international beach volleyball event, the Junior World Championships in Modena, Italy where she finished 19th. In 2008, while still in university, Heather was selected to the Senior National Beach Volleyball team. For the following two years she spent her summers training on the beach representing Canada internationally, and winters indoors with her university team. After graduating from the University of Toronto in 2010, Heather decided to pursue beach volleyball full-time and started competing on the Senior FIVB World Tour with her partner Liz Maloney. In their first few seasons together, Heather and Liz climbed the World Rankings to as high as 18, and achieved multiple top 10 finishes. In 2011 Heather represented Canada at the Pan-American Games in Guadalajara, Mexico where she finished 5th. In 2012 Heather earned Canada a berth to the London Olympic Games, but narrowly missed out, by one game, on qualifying after losing in the Canadian trials.

**A**fter failing to qualify for the 2012 London Olympic Games, Heather knew more than ever that she wanted to represent Canada at the 2016 Olympics in Rio de Janeiro. More than that, she realized she wanted to be on the podium in Rio. In order to make this goal a reality, Heather knew she needed to make a change. As Canada's most experienced active women's beach volleyball player, Heather jumped at the opportunity to team up with Sarah Pavan, Canada's most successful and talented women's indoor volleyball player, and one of the world's top volleyball athletes. In only their first season together Heather and Sarah made incredible strides. Heather achieved a personal best finish with Sarah of 5th place in the FIVB Longbeach Grand Slam, and missed out on their first semi-final appearance by four points. Their ability to be so successful in such a short period of time speaks volumes to Heather and Sarah's potential of four years preparation for the 2016 Olympic Games in Rio. Heather knows that together with Sarah they have the drive, mental toughness, and physical talent to make the Olympic journey a successful one.





# MEET HEATHER BANSLEY





# MEET SARAH PAVAN

**S**arah was born on August 16, 1986, in Kitchener, Ontario, Canada. From a very young age, she loved to compete and participate in all types of sports, and some of her first athletic memories involve playing tennis against her elementary school wall (she was always Monica Seles, and the wall was Steffi Graf), or trying to mimic her parents' techniques as they played in their Senior A volleyball leagues. Sarah could not get enough of sports, and spent her summers signed up for every sports camp offered to kids her age until she was finally old enough to play on a real team. At first, Sarah started playing soccer, which progressed to playing rep soccer for Kitchener for 7 years. She also played club basketball and volleyball, and while she loved playing all three sports, volleyball eventually won out in the end, when Sarah made my first Junior National Team at 14. All of a sudden, volleyball went from being a September-April hobby to a year-round passion.

**S**arah continued to play all sports at school, but volleyball became her focus. While playing for Forest Heights Collegiate, where they won 3 consecutive OFSAA 'AAAA' Provincial Championships, and the Waterloo Tigers Volleyball Club (where they won another 9 Provincial Championships and a National Title), she played for the Canadian Junior and Youth National Teams. Then, at 16, Sarah became the youngest woman ever to be selected to the Senior National Team. She was fortunate enough to travel and compete with the team at the 2002 Grand Prix in Italy, and participate in the 2004 Olympic qualifying process. They missed out on an Olympic berth by one spot. Even though she was disappointed, Sarah knew that she was still young, and would have another opportunity to pursue her Olympic dream. She continued in the National Team programs until 18, when she left Canada to pursue a university education at the University of Nebraska.

**A**t Nebraska, Sarah majored in Biochemistry, and split time between studying and representing the Cornhuskers on the NCAA volleyball scene. She will always look back on her four years in Lincoln with the fondest of memories. While there, the Cornhuskers won 4 Big XII Championships, and took home the NCAA National Championship trophy in 2006, which is still one of her most satisfying athletic achievements. Sarah graduated

from the University of Nebraska in 2008 with a perfect 4.0 GPA, and during her time there, she was able to collect many meaningful honours, including the Top VIII Award in 2008, the Honda-Broderick Cup for the top NCAA female student-athlete in all sports in 2007, three First Team Academic All-American honours, two ESPN Academic All-American of the Year honours for all sports, and AVCA Player of the Year in 2006, among others.

**A**fter graduation, Sarah knew that she wasn't ready to stop playing volleyball, so she decided to forgo graduate school for a while in order to pursue a professional volleyball career. After not playing for Canada for 4 years while she was in school, she was excited to rejoin the National team during the summer months, and for the rest of the year pursued a professional volleyball career. From 2008-2010 Sarah played in the Al Italian League in Conegliano, Italy. She followed that up with a year in Seoul, Korea, and headed back to Italy in 2011 to play in a small town near Milan called Villa Cortese. For the past two years, Sarah has been living in Rio de Janeiro, Brazil. In the 2012-2013 season, her team, Unilever Volei, won the Brazilian Superliga title, and proceeded to take a silver medal in the Club World Championships.

**N**eedless to say, Sarah's experiences as an indoor volleyball player have provided her with countless precious memories and experiences. She has been able to play with the best players and coaches in the world, at the highest level attainable in the sport, and is so grateful for that. However, after failing to qualify for the 2012 Olympics with Canada, Sarah started to feel like her time to achieve her biggest dream of all was running out. So, in early 2013, she decided that she needed to try something different. Sarah thought that her road to the Olympics may not be through indoor volleyball, but through beach volleyball, and knew that if she didn't give the sport a try, she would regret it for the rest of her life. Luckily for Sarah, Heather Bansley decided to take a risk, and take her on as her partner. They made their FIVB World Tour debut in the summer of 2013. For their first season together, and Sarah's first season ever, they did amazingly well, and are looking to continue to climb the ranks in the coming season. Sarah and Heather know that the Olympic dream is a reality for them, and they are going to do whatever it takes to make that happen.







# THE FIVB TOUR

## BRING YOUR BRAND TO THE WORLD

### REASONS TO SPONSOR:

#### 1. Your Brand Seen on the World Stage:

Sarah and Heather have been featured on North American television on NBC, CBC, TSN. They have also been on Russian, Brazilian and Asian television to name a few.

#### 2. Support Canadian Pride:

Representing team Canada since 2004, Sarah and Heather believe they will be able to bring Canadian Volleyball to the world stage throughout their journey to the 2016 Olympics.

#### 3. Supporting Role Models for Young Women All Over Canada:

Sarah and Heather are powerful women who are pursuing their dreams through education and sport. Their message is one that the young women in Canada and the rest of the world need to hear.

**A**s Sarah and Heather play their second season together on the FIVB World Tour they are excited to partner with companies to see positive messages shine through. Playing all over the world and getting national and international television coverage is exciting, and they want to bring that excitement to your company as well. Partnering with Sarah and Heather in their 2014 FIVB season will allow your brand to be seen worldwide.

**T**eam Pavan & Bansley will work to promote your message and product during their tournaments as well as during media coverage afterward. Both Sarah and Heather have been featured on NBC, CBC, and TSN as well as a variety of news papers and Internet news sources.

**T**ogether we can make great things happen! See your brand promoted as Sarah and Heather train and play in the sport that they love. Together we can see great things happen.





"Partnering with like minded organizations is very important to us.

The power of sport and education is something that we deeply believe in and want to bring our message to the world stage."



NBC



TSN.ca



"The Pan Am games are special in the fact  
that they are the second largest multi-sport  
games opportunity for Canadian athletes,  
next to the Olympics."

HEATHER BANSLEY

**BUMP  
SET  
SMASH**

**JULY 13<sup>TH</sup> TO 21<sup>ST</sup> 2015**

**THE PAN AM GAMES WILL BE BROADCAST  
NATIONALLY IN CANADA ON CBC & RADIO-CANADA**

**CBC**



**Sports**



CANADIAN VOLLEYBALL CENTRE STAGE

# ROAD TO THE PAN AM GAMES IN TORONTO!

*Having played in the Pan Am games in 2011 Heather has a unique perspective on what this means for their team and for the sport of Volleyball in Canada. Here are her reflections.*

**I**n 2011, as the top ranked Canadian women's beach volleyball team I was privileged to represent Canada at the Pan American Games in Mexico. The Pan Am games are special in the fact that they are the second largest multi-sport games next to the Olympics. It was so inspiring to be surrounded by fellow Canadian and international athletes from a wide variety of different sports, who are the best in the world. It was such an honour to represent Canada in beach volleyball at an event of that magnitude. Knowing that you are the best team in your country and fighting for a spot on the podium is truly motivating. The whole Pan American Games experience for me was a great preparation for the Olympic Games. Feeling the pressure and knowing what it is like to be in such a high profile event and wanting to deliver greatness for Canada, was an invaluable lesson for me. In 2011 me and my teammate Liz Maloney lost in the quarter-finals of the games, losing a tough fought match to Brazil, the eventual champions. I am thrilled that my home city

of Toronto will be hosting the Pan American Games in 2015, and that I will have a chance to redeem myself, and Canada, at the Pan American games on home soil. It is without a doubt that I want to be standing on top of that podium in front of my home crowd!

**T**he Pan American Games are the world's third largest International multi-sport Games, they are only surpassed in size and scope by the Olympic Summer Games and the Asian Games. The first Pan American Games were held in Buenos Aires, Argentina, in 1951 and the inaugural Parapan American Games were held in Mexico City in 1999. Both the Pan Am and Parapan Am Games are held every four years for the athletes of the 41 PAZO member nations, in the year preceding the Olympic and Paralympic Summer Games. While the Pan Am Games have been hosted in a dozen countries throughout the Americas, Canada has had the honour of hosting them twice, in 1967 and 1999 and both times in Winnipeg, Manitoba. In 2015, Toronto will be the proud Host City of the Pan Am and Parapan Am Games.



# PAVAN BANSLEY



## EARLY 2000's

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IN 2014, PAVAN-BANSLEY WILL IMPROVE UPON THEIR RANKING FROM 2013, WITH THE GOAL OF FINISHING THE SEASON RANKED BETTER THAN 16TH IN THE WORLD.



IN 2013, PAVAN-BANSLEY FINISHED THEIR FIRST SEASON TOGETHER RANKED 24TH IN THE WORLD, WITH A TOP-10 FINISH IN THEIR FIRST TOURNAMENT, AND A SEASON-BEST 5TH PLACE FINISH. THEIR JOURNEY TO THIS POINT HAS BEEN AN EXCITING ONE.

2013

Heather and Adam decide to play together to achieve new goals of being Olympians

2011

Heather and Adam decide to play together to achieve new goals of being Olympians

2013

Heather and Adam decide to play together to achieve new goals of being Olympians

2007

Heather and Adam decide to play together to achieve new goals of being Olympians

2005

Heather goes to University of Toronto

2010

Heather and Adam decide to play together to achieve new goals of being Olympians

2012

Heather and Adam decide to play together to achieve new goals of being Olympians

2006

Heather and Adam decide to play together to achieve new goals of being Olympians

2008 - 2012

Heather and Adam decide to play together to achieve new goals of being Olympians

2003

Heather and Adam decide to play together to achieve new goals of being Olympians

2008

Heather and Adam decide to play together to achieve new goals of being Olympians

2013

Heather and Adam decide to play together to achieve new goals of being Olympians

2004

Heather and Adam decide to play together to achieve new goals of being Olympians

2012

Heather and Adam decide to play together to achieve new goals of being Olympians



In 2012 Heather and her then partner earned a berth to the London Olympics. Through a series of unfortunate events their berth was taken from them. That will not happen again as Heather Bansley and Sarah Pavan pursue their dream

FIVE

# OLYMPICS 2016





# ON OUR WAY TO RIO, BRAZIL

**P**icture yourself on the hot beaches of Rio de Janeiro. The red and white of the Canadian flag flying. Crowds cheering in expectant glee as you walk out onto the global stage to represent the country that you have been representing for the past 6 years. This is the mental exercise that Sarah Pavan and Heather Bansley have been participating in since their decision to play together in early 2013. After earning and then losing Canada's Olympic berth to the London Olympics in 2012, some athletes would be discouraged. Heather was inspired. As the reality that she would not be representing Canada that year set in, her resolve to represent Canada in 2016 became her sole focus.

**L**ife can be a series of ups and down. The joy of victory and the agony of defeat. Volleyball is no different. Heather and Sarah have both experienced the exhilaration of victory on the world stage. Heather having played in the Pan Am games in 2011 and Sarah who has been playing in Brazil for team Unilever. In 2013 they played together on the FIVB tour in eight tournaments from Moscow to Long Beach and back again.

**C**opacabana Beach, Rio will be the stage where Sarah and Heather compete in 2016. Their audience will be world wide. In 2012 the London Olympics were viewed by 219.4 million Americans, and an average of 2.1 million Canadians tuned in for a portion of the Olympics every day. This will put them on the world stage as Women's Beach Volleyball continues to be one of the most popular sports the Olympics has to offer.





# BECOME A SPONSOR

*We are looking for corporations and individuals who are excited about the future of sport in Canada. We believe that our Olympic dream is achievable with the help of you, our sponsors.*

**WE ARE LOOKING TO PARTNER WITH REGIONAL, PROVINCIAL, NATIONAL AND INTERNATIONAL COMPANIES TO SEE YOUR MARKETING GOALS AND OUR ATHLETIC GOALS REALIZED.**

Sponsoring Sarah and Heather is extremely flexible. There are a variety of levels that your company can participate in. We are excited to bring awareness to your brand, creative marketing solutions, and mission/vision communication to our audience. Partnering with companies like yours is an important way for us to reach our goals and succeed in the coming seasons.

We are looking for product sponsors as well as financial sponsors. There are a variety of ways to help us reach our goals. Our expenses include: paying for coaches, several transatlantic flights per month, hotel stays, out of country training costs, living expenses, physiotherapy, rehab and medical expenses to stay healthy, nutrition costs, all covered by ourselves.

Please contact **Drew Unruh** via email [sponsor@pavanbansley.com](mailto:sponsor@pavanbansley.com), or via phone **+1 888 852-8084** to discuss options for any of the levels listed or for other options like our grassroots and social sponsorship.



# GOLD

## Gold sponsors are entitled to:

- Your logo on the Gold sponsor section of our website.
- Your Logo and Advertisement spot on our home page.
- Your Logo on our About Us page.
- Company logo on competition bathing suits, hats, and travel gear. Will provide logo visibility in any media related events. If Sarah and Heather aren't in uniforms, they will wear a shirt or hat with the company's logo.
- One social engagement, corporate BBQ, Gold Tournament etc. They will be a PR spokesperson in efforts to reach consumers through their story.

- Sarah and Heather will speak at one public speaking engagement chosen by sponsor.
- One internal corporate training or team building event of your choosing.
- Personalized messages to the company to create relationship and staff engagement.
- Run a one day clinic with volleyball club of your choosing.
- Use of Sarah and Heather's image for one advertising campaign. scope and span to be negotiated.
- Brand promotion through social media platforms.

# SILVER

## Silver sponsors are entitled to:

- Your logo on the silver sponsor section of our website.
- Your logo and advertisement spot on our home page.
- Sarah and Heather will speak at one public speaking engagement chosen by sponsor.
- Personalized messages to the company to create relationship and staff engagement.
- Brand promotion through social media platforms.
- Use of Sarah and Heather's image for in house promotion and marketing.
- Company logo on warm up apparel. Logo on arm bands/ tattoos during competition.

# BRONZE

## Bronze sponsors are entitled to:

- Your logo on the bronze sponsor section of our website.
- Brand promotion through social media platforms.
- Use of Sarah and Heather's image for in house promotion and marketing.
- One personalized message to the company to create relationship and staff engagement.

**IF YOU HAVE OTHER IDEAS FOR WAYS WE CAN PARTNER WITH YOU, PLEASE DO NOT HESITATE TO BE IN CONTACT WITH US. WE ARE LOOKING FOR WAYS TO PARTNER THAT BRING VALUE TO YOUR COMPANY!**





# PURSUIING OUR OLYMPIC DREAM TOGETHER



## CONTACT

**SPONSORSHIP INFORMATION**  
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facebook.com/pavanandbansley